



Las Positas College
Program Review Discipline Data Packet
Fall 2013 to Fall 2017

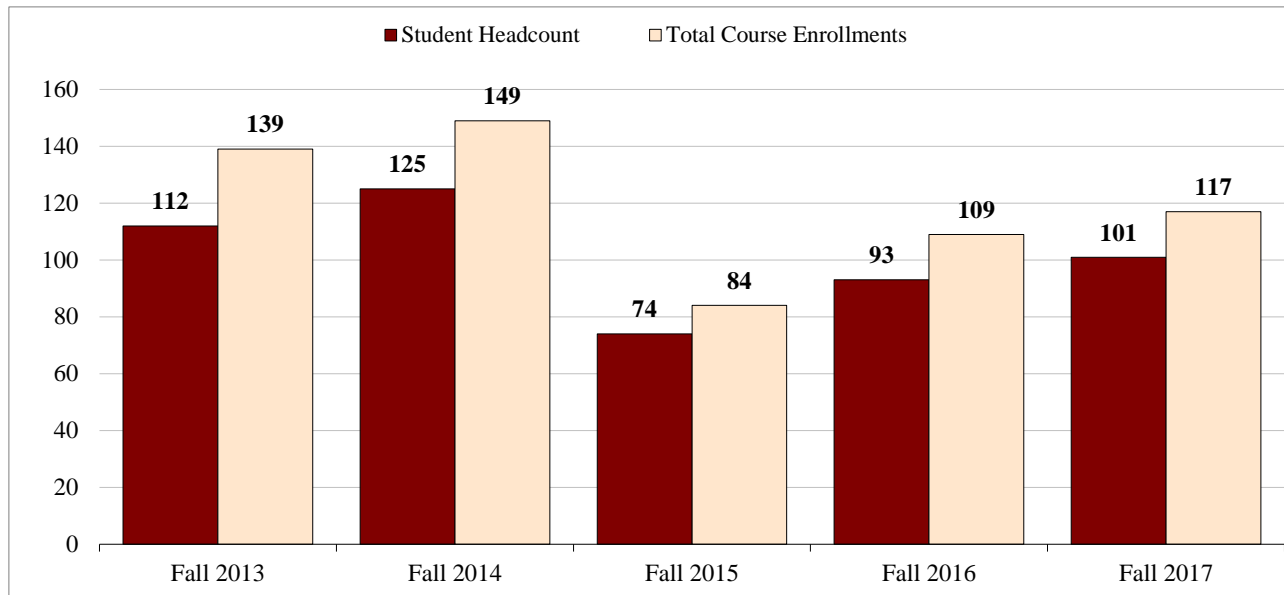
Discipline:

Mass Communications (MSCM)

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Headcount & Enrollment

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Student Headcount	112	125	74	93	101
Total Course Enrollments	139	149	84	109	117



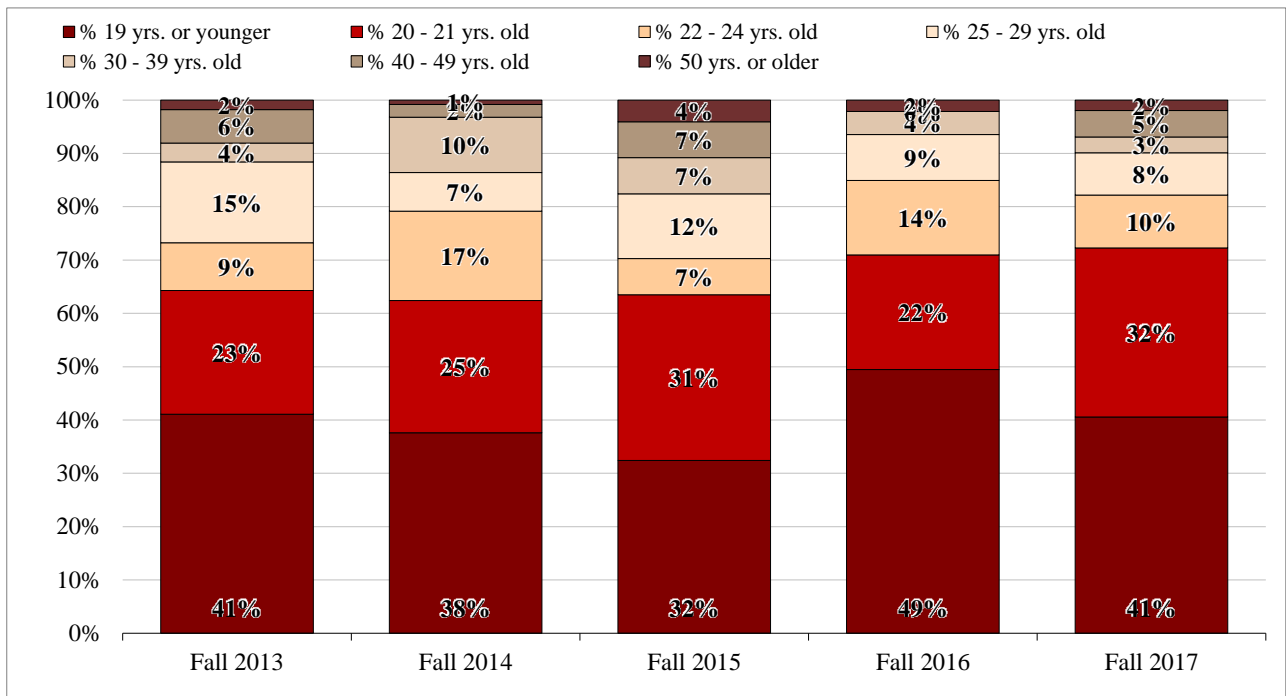
Definitions:

Student Headcount is the unduplicated count of students enrolled in all courses within the discipline.

Total Course Enrollments is the sum of all course enrollments (filled seats) within the discipline.

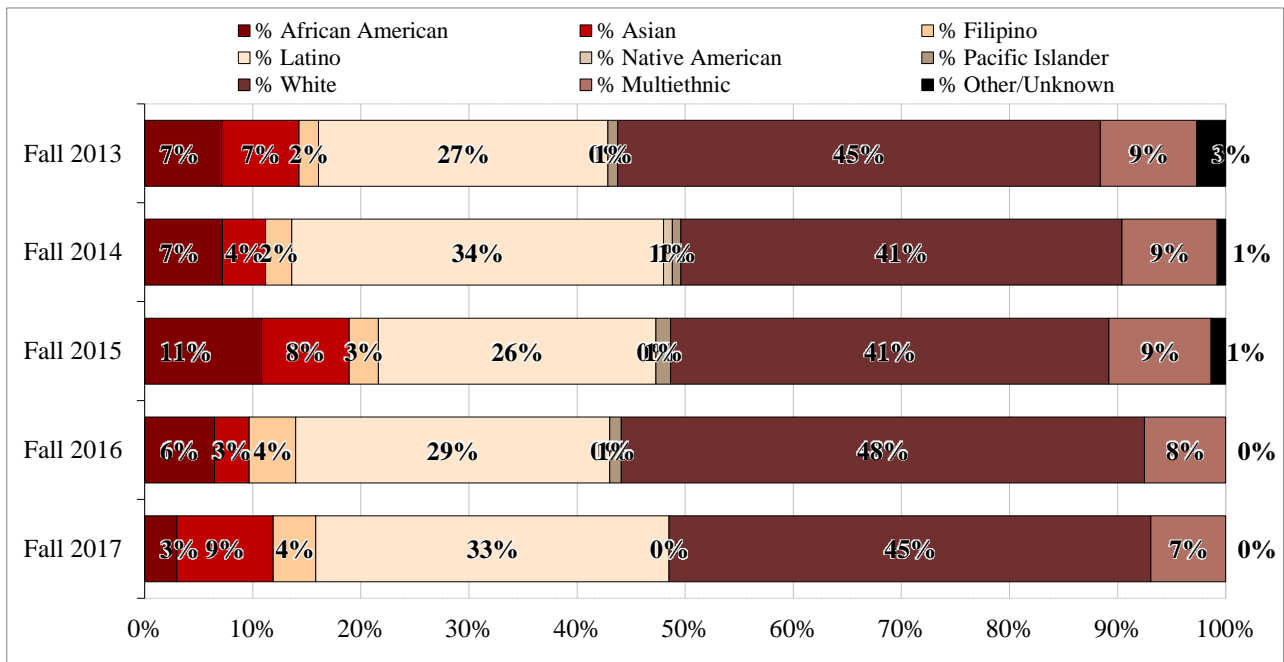
Student Demographics: Gender & Age

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Female	50	68	38	40	44
Male	62	53	35	53	56
19 yrs. or younger	46	47	24	46	41
20-21 yrs. old	26	31	23	20	32
22-24 yrs. old	10	21	5	13	10
25-29 yrs. old	17	9	9	8	8
30-39 yrs. old	4	13	5	4	3
40-49 yrs. old	7	3	5	0	5
50 yrs. or older	2	1	3	2	2
% Female	45%	56%	52%	43%	44%
% Male	55%	44%	48%	57%	56%
% 19 yrs. or younger	41%	38%	32%	49%	41%
% 20 - 21 yrs. old	23%	25%	31%	22%	32%
% 22 - 24 yrs. old	9%	17%	7%	14%	10%
% 25 - 29 yrs. old	15%	7%	12%	9%	8%
% 30 - 39 yrs. old	4%	10%	7%	4%	3%
% 40 - 49 yrs. old	6%	2%	7%	0%	5%
% 50 yrs. or older	2%	1%	4%	2%	2%



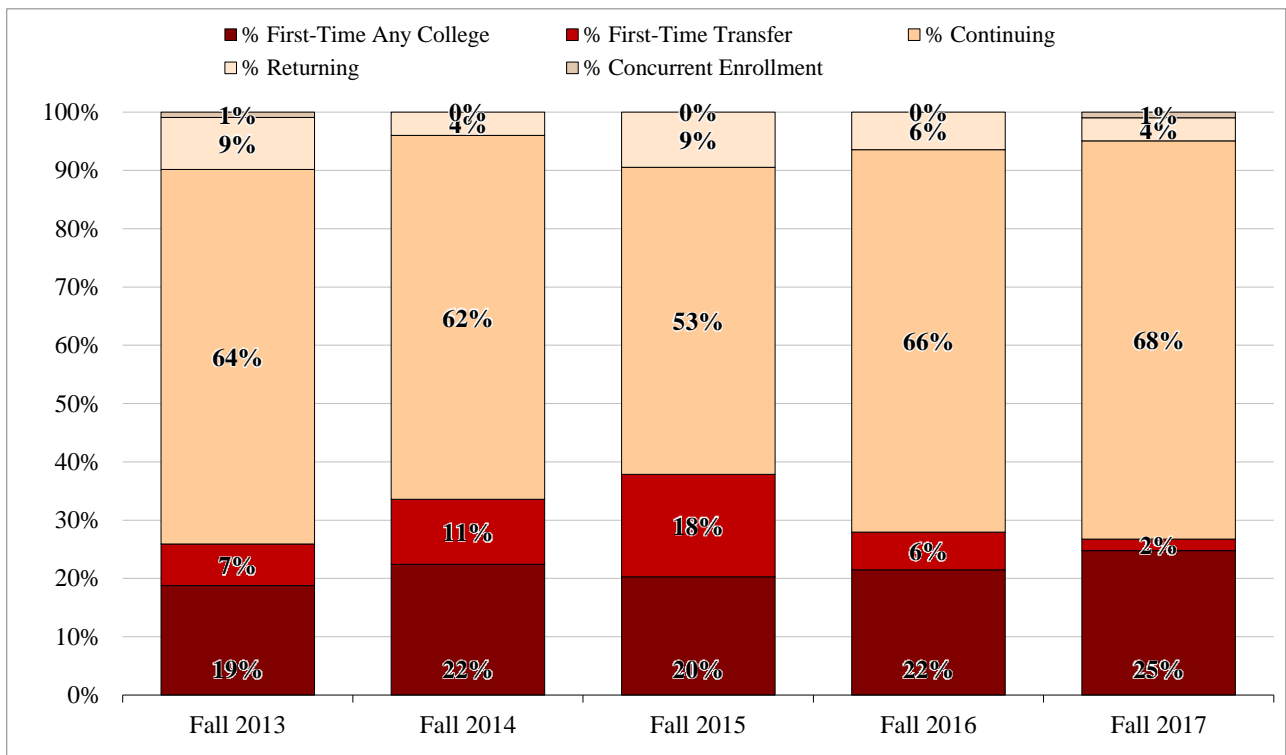
Student Demographic: Race-Ethnicity

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
African American	8	9	8	6	3
Asian	8	5	6	3	9
Filipino	2	3	2	4	4
Latino	30	43	19	27	33
Native American	0	1	0	0	0
Pacific Islander	1	1	1	1	0
White	50	51	30	45	45
Multiethnic	10	11	7	7	7
Other/Unknown	3	1	1	0	0
% African American	7%	7%	11%	6%	3%
% Asian	7%	4%	8%	3%	9%
% Filipino	2%	2%	3%	4%	4%
% Latino	27%	34%	26%	29%	33%
% Native American	0%	1%	0%	0%	0%
% Pacific Islander	1%	1%	1%	1%	0%
% White	45%	41%	41%	48%	45%
% Multiethnic	9%	9%	9%	8%	7%
% Other/Unknown	3%	1%	1%	0%	0%



Student Enrollment Status

	Mass Communications (MSCM)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
First-Time Any College	21	28	15	20	25
First-Time Transfer	8	14	13	6	2
Continuing	72	78	39	61	69
Returning	10	5	7	6	4
Concurrent Enrollment	1	0	0	0	1
% First-Time Any College	19%	22%	20%	22%	25%
% First-Time Transfer	7%	11%	18%	6%	2%
% Continuing	64%	62%	53%	66%	68%
% Returning	9%	4%	9%	6%	4%
% Concurrent Enrollment	1%	0%	0%	0%	1%

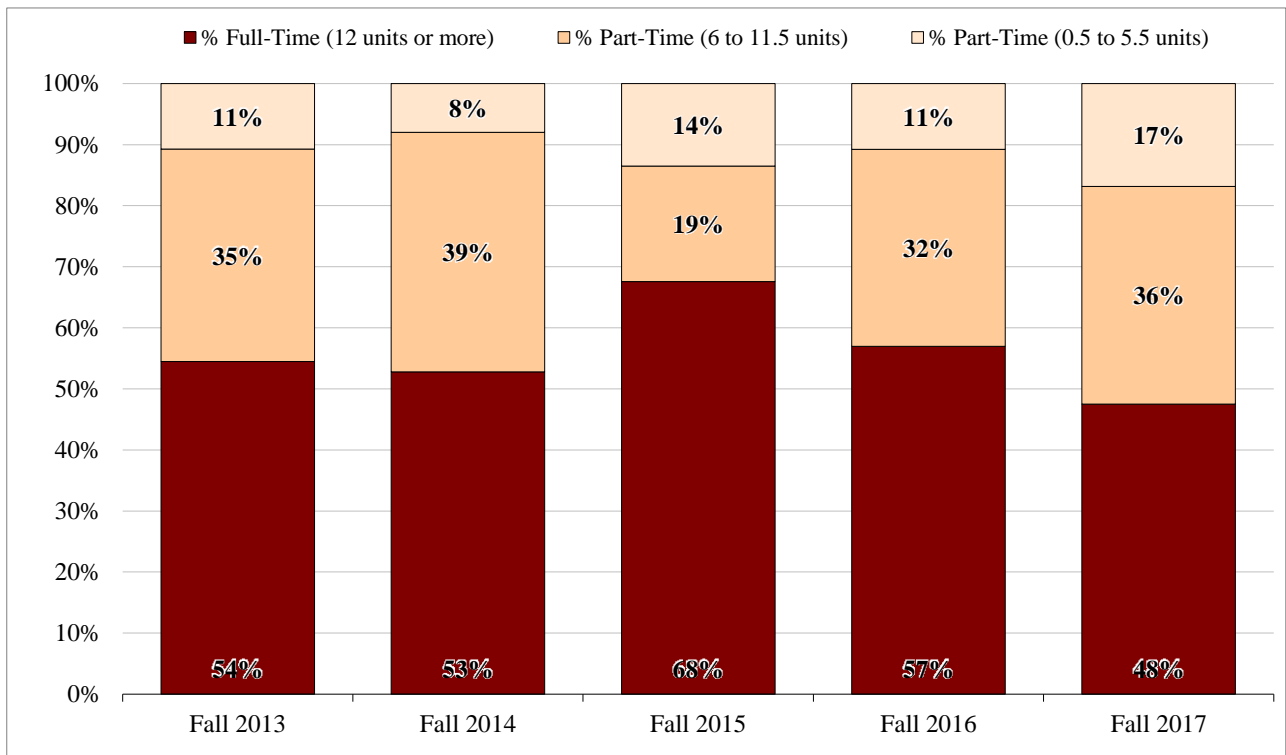


Definitions:

- First-Time Any College:** Students enrolled in college for the first time.
- First-Time Transfer:** Students transferring to LPC in the current semester from another community college or university.
- Continuing:** Students enrolled in the current semester and were enrolled in the previous primary term. Primary terms are Fall and Spring.
- Returning:** Students enrolled at LPC after an absence of one or more primary terms from the District.
- Concurrent Enrollment:** A special admit student currently enrolled in K-12.

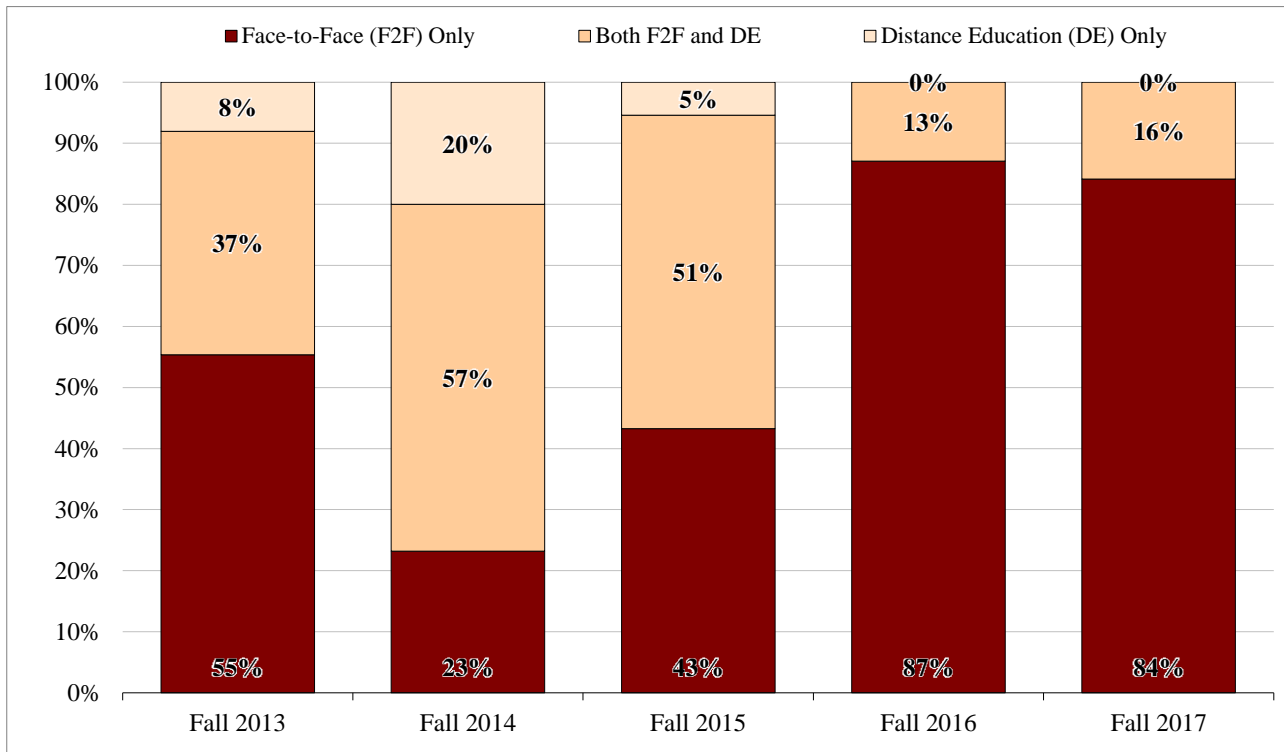
Student Unit Load

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Full-Time (12 units or more)	61	66	50	53	48
Part-Time (6 to 11.5 units)	39	49	14	30	36
Part-Time (0.5 to 5.5 units)	12	10	10	10	17
% Full-Time (12 units or more)	54%	53%	68%	57%	48%
% Part-Time (6 to 11.5 units)	35%	39%	19%	32%	36%
% Part-Time (0.5 to 5.5 units)	11%	8%	14%	11%	17%



Students Using Distance Education

Mass Communications (MSCM)					
<i>(Categories reflect college-wide coursework)</i>	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Face-to-Face (F2F) Only	62	29	32	81	85
Both F2F and DE	41	71	38	12	16
Distance Education (DE) Only	9	25	4	0	0
% Face-to-Face (F2F) Only	55%	23%	43%	87%	84%
% Both F2F and DE	37%	57%	51%	13%	16%
% Distance Education (DE) Only	8%	20%	5%	0%	0%

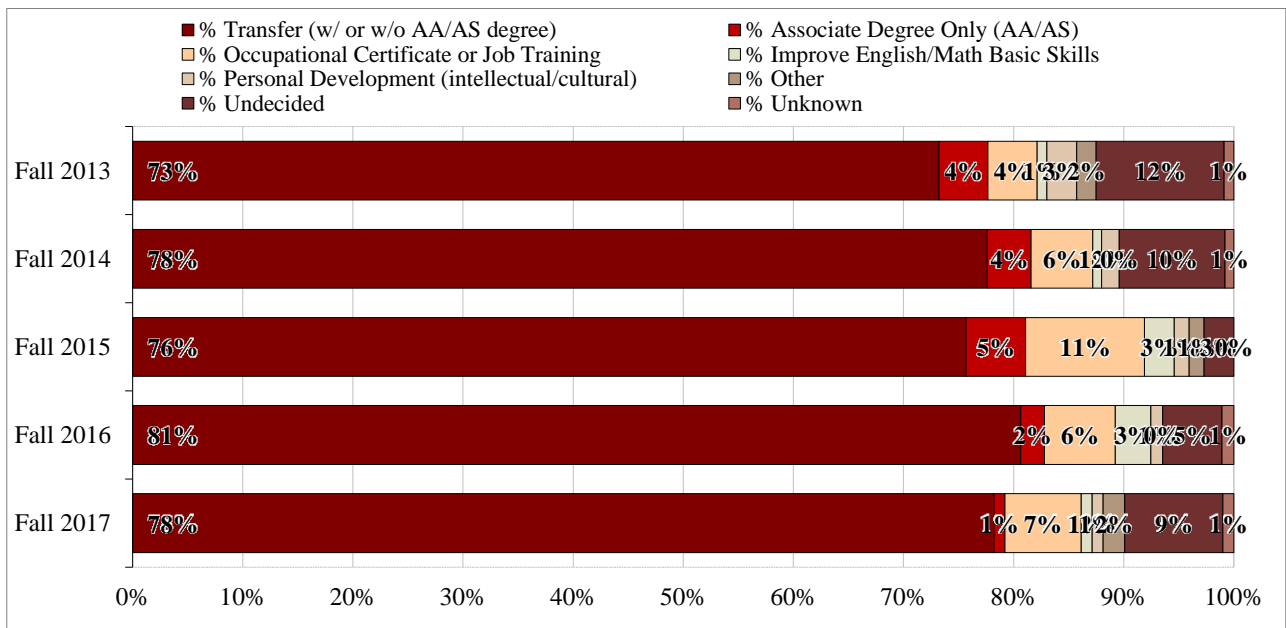


Definitions:

Distance Education (DE) includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Student Educational Goal

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Transfer (w/ or w/o AA/AS degree)	82	97	56	75	79
Associate Degree Only (AA/AS)	5	5	4	2	1
Occupational Certificate or Job Training	5	7	8	6	7
Improve English/Math Basic Skills	1	1	2	3	1
Personal Development (intellectual/cultural)	3	2	1	1	1
Other	2	0	1	0	2
Undecided	13	12	2	5	9
Unknown	1	1	0	1	1
% Transfer (w/ or w/o AA/AS degree)	73%	78%	76%	81%	78%
% Associate Degree Only (AA/AS)	4%	4%	5%	2%	1%
% Occupational Certificate or Job Training	4%	6%	11%	6%	7%
% Improve English/Math Basic Skills	1%	1%	3%	3%	1%
% Personal Development (intellectual/cultural)	3%	2%	1%	1%	1%
% Other	2%	0%	1%	0%	2%
% Undecided	12%	10%	3%	5%	9%
% Unknown	1%	1%	0%	1%	1%

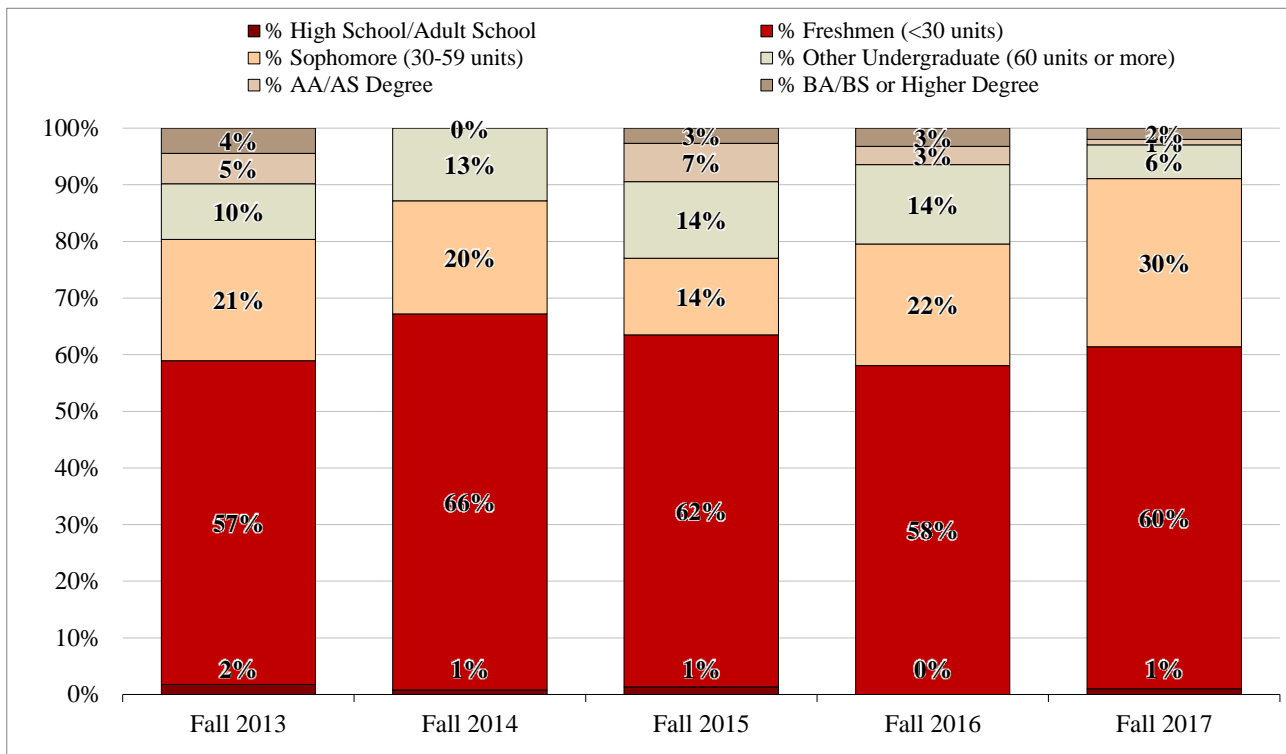


Definitions:

- Transfer:** Students who want to transfer to a 4-year university. Includes students enrolled in 4-year institutions completing requirements at LPC.
- Occupational Certificate/Job Training:** Acquire job skills, explore career interests, earn a certificate, or maintain a certificate/license.
- Personal Development:** Students taking courses for intellectual and/or cultural development.
- Other:** Students completing diploma/GED requirements or moving from non-credit to credit courses. Data from admission application.

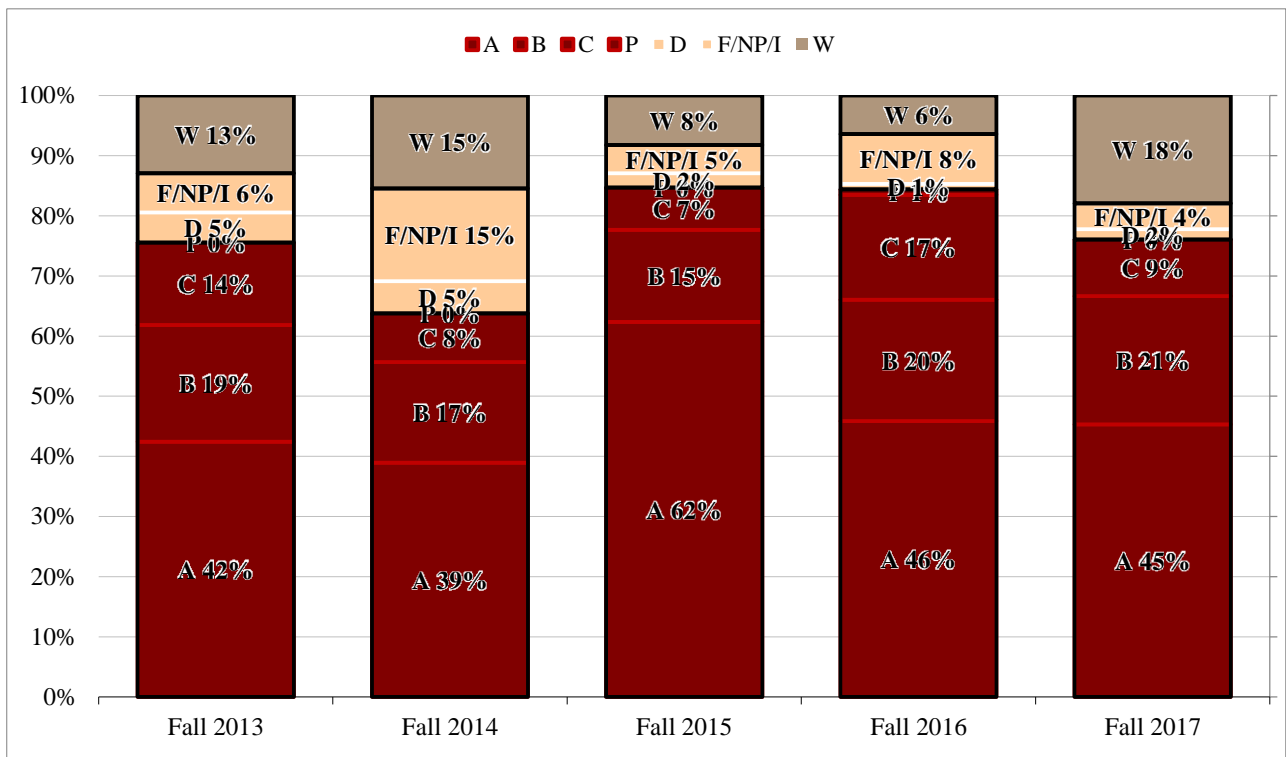
Highest Educational Level of Students

	Mass Communications (MSCM)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
High School/Adult School	2	1	1	0	1
Freshmen (<30 units)	64	83	46	54	61
Sophomore (30-59 units)	24	25	10	20	30
Other Undergraduate (60 units or more)	11	16	10	13	6
AA/AS Degree	6	0	5	3	1
BA/BS or Higher Degree	5	0	2	3	2
% High School/Adult School	2%	1%	1%	0%	1%
% Freshmen (<30 units)	57%	66%	62%	58%	60%
% Sophomore (30-59 units)	21%	20%	14%	22%	30%
% Other Undergraduate (60 units or more)	10%	13%	14%	14%	6%
% AA/AS Degree	5%	0%	7%	3%	1%
% BA/BS or Higher Degree	4%	0%	3%	3%	2%



Student Performance: Grade Distribution

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Total Course Enrollments	139	149	84	109	117
Course Success Rates	76%	64%	85%	84%	76%
A	42%	39%	62%	46%	45%
B	19%	17%	15%	20%	21%
C	14%	8%	7%	17%	9%
P	0%	0%	0%	1%	0%
Course Non-Success Rate	12%	21%	7%	9%	6%
D	5%	5%	2%	1%	2%
F/NP/I	6%	15%	5%	8%	4%
Withdrawals (W)	13%	15%	8%	6%	18%



Definitions:

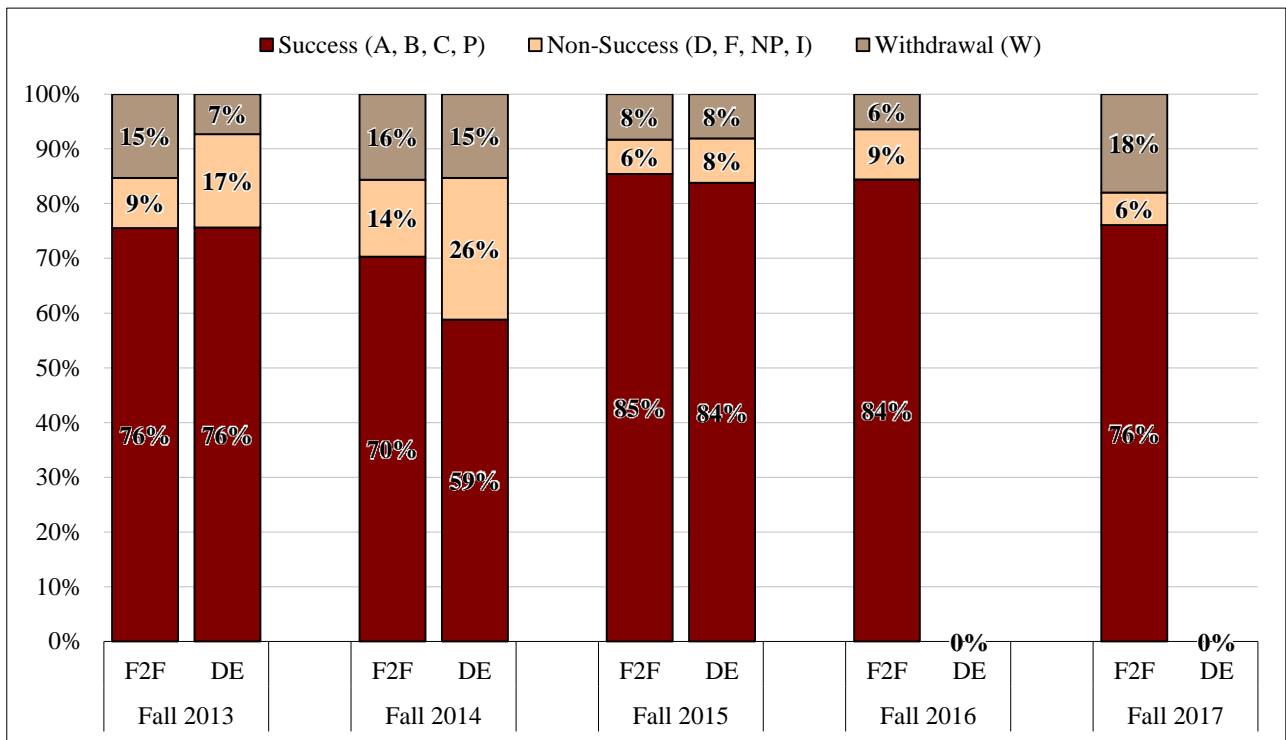
Course Success Rate is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.

Course Non-Success Rate is the percentage of students receiving a grade of ('D', 'F', 'NP' or 'T') relative to all students receiving a grade.

Withdrawals is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.

Student Performance: Distance Education

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
Total Course Enrollments	139	149	84	109	117
Face-to-Face (F2F) Sections	98	64	48	109	117
Success Rates	76%	70%	85%	84%	76%
Non-Success Rates	9%	14%	6%	9%	6%
Withdrawals	15%	16%	8%	6%	18%
Distance Education (DE) Sections	41	85	36	0	0
Success Rates	76%	59%	84%	—	—
Non-Success Rates	17%	26%	8%	—	—
Withdrawals	7%	15%	8%	—	—

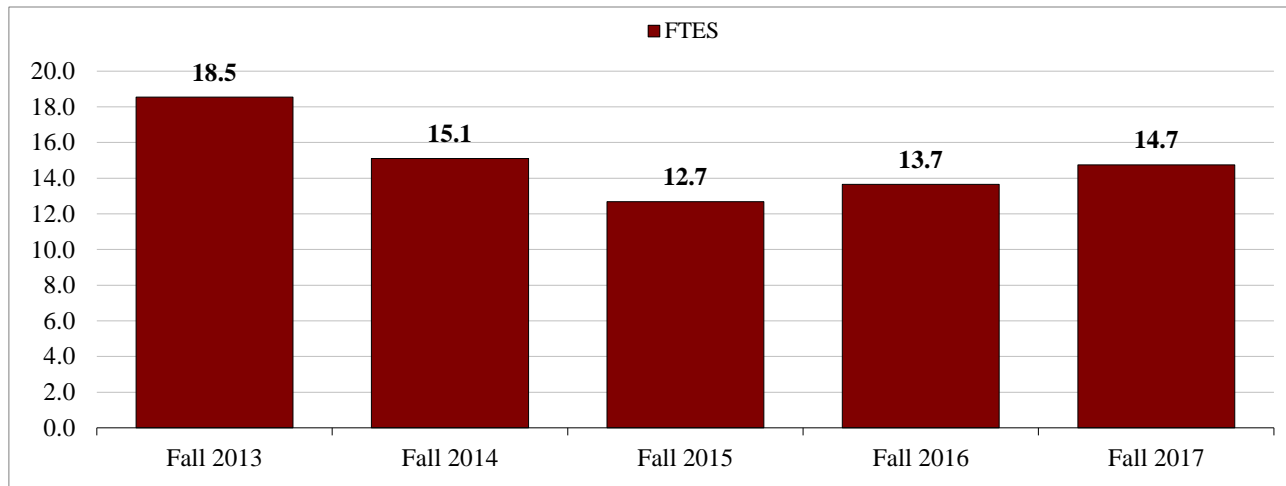
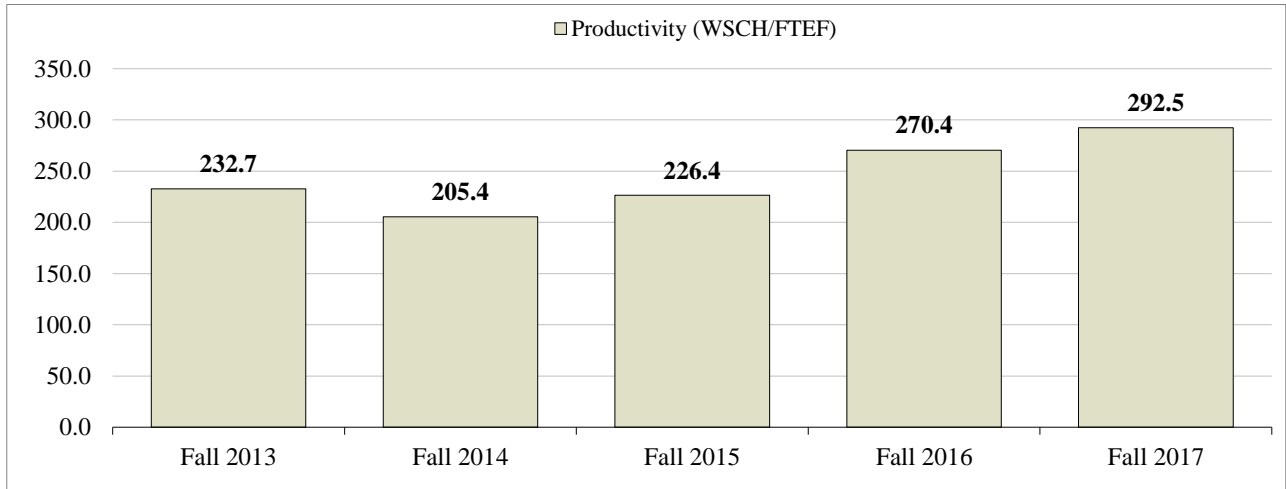


Definitions:

- Course Success Rate** is the percentage of students receiving a passing grade ('A', 'B', 'C', or 'P') relative to all students receiving a grade.
- Course Non-Success Rate** is the percentage of students receiving a grade of ('D', 'F', 'NP or 'T) relative to all students receiving a grade.
- Withdrawals** is the percentage of students receiving a grade notation of 'W' relative to all students receiving a grade.
- Distance Education (DE)** includes enrollments in course sections that begin with 'DE', 'HD', 'LD' and 'LO'.

Enrollment Management: Part 1

Mass Communications (MSCM)					
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
WSCH	560	460	394	430	465
FTEF	18.5	15.1	12.7	13.7	14.7
FTEF	2.4	2.2	1.7	1.6	1.6
Productivity (WSCH/FTEF)	232.7	205.4	226.4	270.4	292.5



Definitions:

WSCH is the total Weekly Student Contact Hours resulting from all enrollment within the discipline.

FTEF is the total Full Time Equivalent Student value resulting from all enrollment within the discipline.

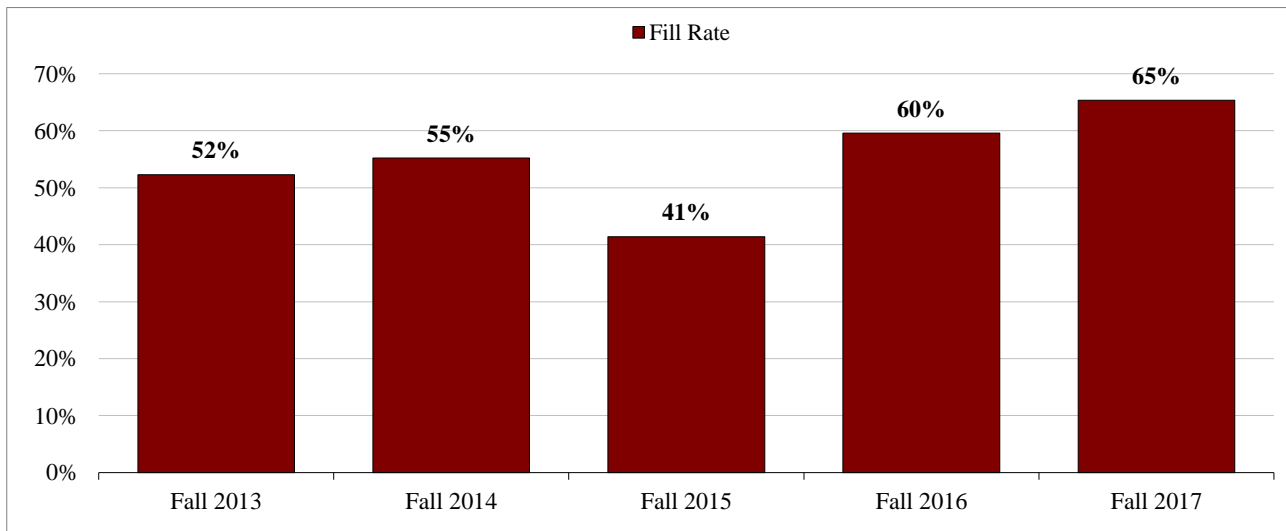
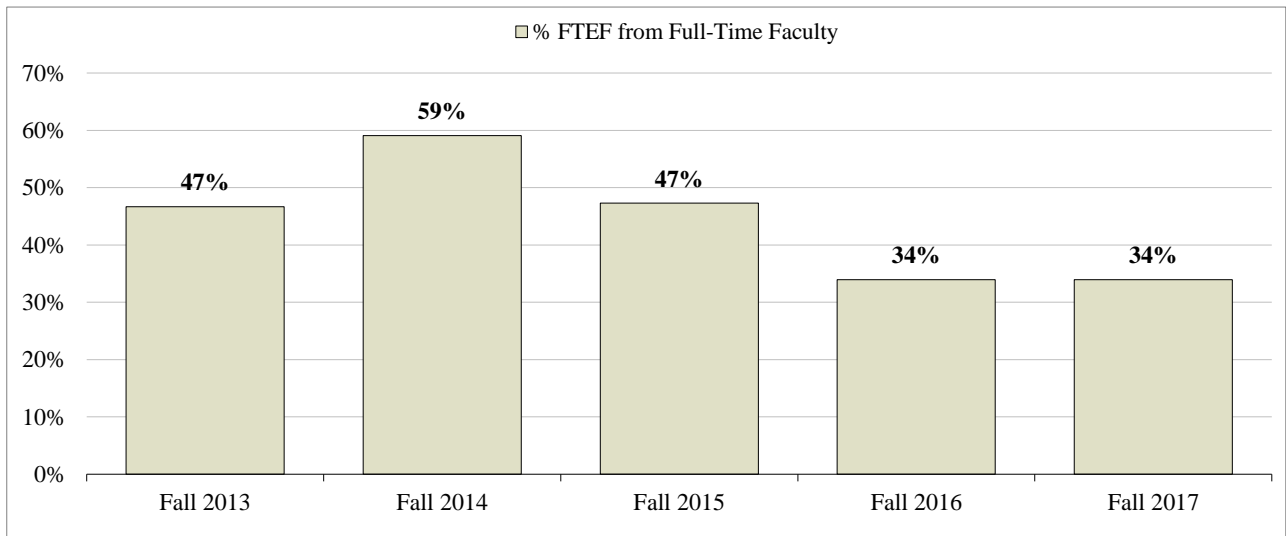
FTEF is the Full Time Equivalent Faculty associated with the discipline's course offerings for that semester.

Productivity is the ratio of WSCH to FTEF and a standard measure of discipline efficiency.

Note: Enrollment Management data includes all credit courses accounted for during the respective academic terms; data accessed on 5/15/18.

Enrollment Management: Part 2

	Mass Communications (MSCM)				
	Term				
	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017
FTEF from Full-Time Faculty	1.1	1.3	0.8	0.5	0.5
% FTEF from Full-Time Faculty	47%	59%	47%	34%	34%
Enrollments	139	149	84	109	117
Capacity (seats available)	266	270	203	183	179
Fill Rate	52%	55%	41%	60%	65%



Definitions:

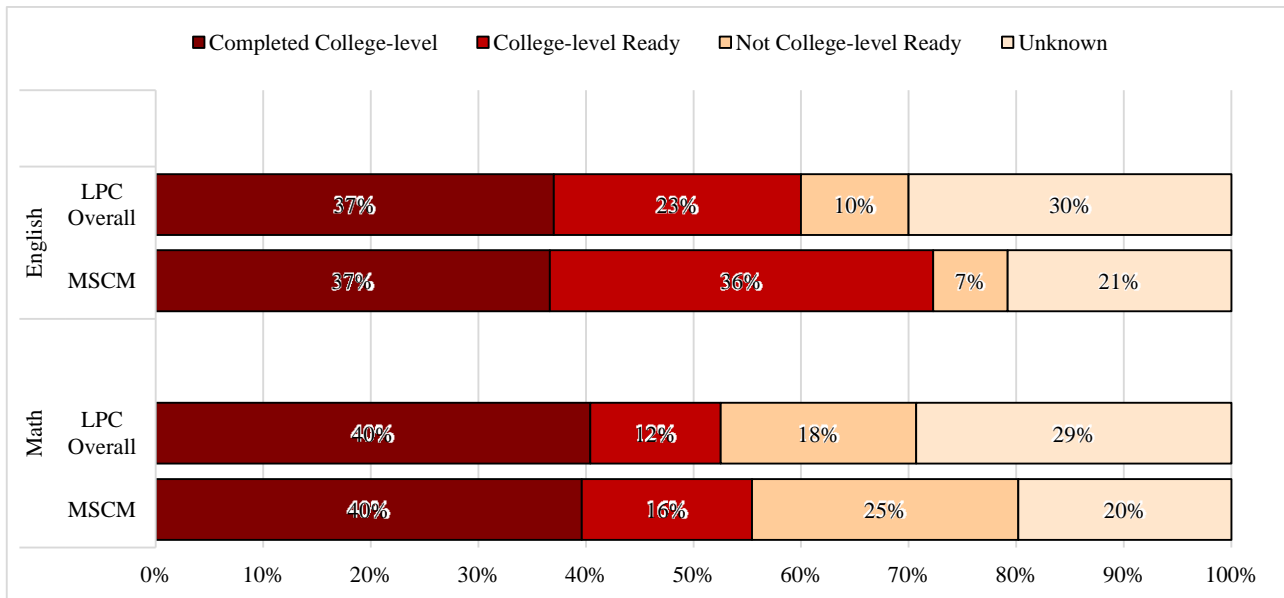
Fill Rate is number of enrollments over the total capacity (seats available).

% FTEF from Full-time Faculty is the FTEF generated by full-time faculty as load (i.e., excluding overload) divided by the total FTEF.

Note: Enrollment Management data includes all credit courses accounted for during the respective academic terms; data accessed on 5/15/18.

College Readiness: English & Math Proficiency

Fall 2017				
	MSCM		LPC Overall	
	Num	Pct	Num	Pct
College English				
Completed College-level	37	37%	3,485	37%
College-level Ready	36	35%	2,141	23%
Not College-level Ready	7	8%	904	10%
Unknown	21	21%	2,842	30%
College Math				
Completed College-level	40	40%	3,738	40%
College-level Ready	16	16%	1,138	12%
Not College-level Ready	25	25%	1,733	18%
Unknown	20	20%	2,763	29%



Definitions:

College English

Completed College-level is defined as successfully completed ENG 1A or higher, or has earned at least an Associates degree.

College-level Ready is defined as anyone who is eligible for ENG 1A but has not successfully completed the course.

Not College-level Ready is defined as anyone who is not eligible for ENG 1A but has not successfully completed the course.

Unknown is defined as anyone with no previous English enrollments within the sequence and no previous English assessment.

College Math

Completed College-level is defined as successfully completed Math 55 or higher or assessed into Transfer-level Math, or has earned at least an Associates degree.

College-level Ready is defined as anyone who is eligible for MATH 55 but has not yet successfully complete the course.

Not College-level Ready is defined as anyone who is not eligible for MATH 55 but has not yet successfully complete the course.

Unknown is defined as anyone with no previous Math enrollments within the sequence and no previous Math assessment.